

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	8324600
<b>Application Number:</b>	10551102
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	4310
<b>Title of Invention:</b>	Generating audience analytics
<b>First Named Inventor/Applicant Name:</b>	Anthony Scott Oddo
<b>Customer Number:</b>	94140
<b>Filer:</b>	Alton Hornsby III/Kristine Wacek
<b>Filer Authorized By:</b>	Alton Hornsby III
<b>Attorney Docket Number:</b>	60136.0106USWO
<b>Receipt Date:</b>	31-AUG-2010
<b>Filing Date:</b>	14-AUG-2006
<b>Time Stamp:</b>	11:02:40
<b>Application Type:</b>	U.S. National Stage under 35 USC 371

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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	P-IDS-2.PDF	67114	no	2
			ff92df3c2c83ed8da0af53000d103a29dd8b ea48		
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Filed (SB/08)	P-1449-2.PDF	115900	no	3
			0c1dd1dd2f51150aeff7455d0eb6bcb5f3c7 a2ed		
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3	Foreign Reference	WO00-49801.PDF	2897887	no	54
			c7b052aafb857c513005cc0b193e55bee4d bd5f8		
Warnings:					
Information:					
4	NPL Documents	AdForce-and-Activate-Next-Generation.PDF	84358	no	3
			c71f0044b7b56d802de72c175db7d5dc15c 76824		
Warnings:					
Information:					
5	NPL Documents	Kannan-Communications-of-the-ACM.PDF	10920952	no	9
			2b382bc46e5378c580a6a6ca81d885a23d1b d24f4		
Warnings:					
Information:					
6	Fee Worksheet (PTO-875)	fee-info.pdf	29908	no	2
			69c096d0b7c67b3fd9719679c552df089f36 082b		
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**If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.**

**National Stage of an International Application under 35 U.S.C. 371**

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**New International Application Filed with the USPTO as a Receiving Office**

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